SPECIFICATION:

Page 2, first paragraph, replace with the following new paragraph:

The present invention is a system and method for printing facial images of people, captured automatically from a sequence of image sequences, onto coupons or any promotional printed material, such as ~~postcard, stamp, promotional brochure, or tickets for movie or show~~ <u>postcards, stamps, promotional brochures, or tickets for movies or shows</u>.

Page 8, last paragraph, replace with the following new paragraph:

The UCOUPON detects the face (head) of the customer and superimposes the image on to the coupons in an uncontrolled background. The embodiment of the UCOUPON system can be integrated into any public ~~place, which~~ <u>place that</u> requires the usage of coupons, such as an existing retail store environment. For example, the system can be integrated into checkout counters of the retail store environment. The UCOUPON can also be integrated into a stand-alone system, such as a coupon Kiosk system. The UCOUPON system can be used for a single customer or a plurality of customers per system, as long as the UCOUPON system has enough set of system components. The embodiment of the UCOUPON can also be applied for any coupon or any other printed material products, such as ~~postcard, stamp, promotional brochure, or tickets for movie or show~~ <u>postcards, stamps, promotional brochures, or tickets for movies or shows</u>.

Page 19, last paragraph, replace with the following new paragraph:

The UCOUPON system can be integrated into any public ~~place, which~~ <u>place that</u> requires the usage of coupons. The embodiment of the UCOUPON can also be applied for any

coupon or any other printed material products, such as ~~postcard, stamp, promotional brochure, or tickets for movie or show~~ <u>postcards, stamps, promotional brochures, or tickets for movies or shows</u>. In the exemplary embodiment shown in FIG. 1, the UCOUPON is integrated into an existing retail store environment 880. Although only one set of UCOUPON system components is shown in FIG. 1, the UCOUPON can be integrated into checkout counters of the retail store environment 880. The UCOUPON system can also be installed next to products <u>as</u> a small sized system, and the coupon printing can be implemented through the network printer, so that customers can pick up the coupons at the checkout time.

Page 50, first paragraph, replace with the following new paragraph:

The present invention is a system and method for printing facial images of people, captured automatically from a sequence of images, onto coupons or any promotional printed material, such as ~~postcard, stamp, promotional brochure, or tickets for movie or show~~ <u>postcards, stamps, promotional brochures, or tickets for movies or shows</u>. The coupon can also be used as a means to encourage people to visit specific sites as a way of promoting goods or services sold at the visited site. The invention is named UCOUPON. A plurality of Computer Vision algorithms in the UCOUPON processes a plurality of input image sequences from one or a plurality of means for capturing images that is pointed at the customers in the vicinity of the system in an uncontrolled background. The coupon content is matched by the customer's demographic information, and primarily, the UCOUPON system does not require any customer input or participation to gather the demographic data, operating fully independently and automatically. The embodiment of

the UCOUPON system can be integrated into any public ~~place, which~~ place that requires

the usage of coupons, such as existing checkout counters of the retail store environment.

The UCOUPON can also be integrated into a stand-alone system, such as a coupon Kiosk

system.